

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Nutra-Life Inc. (fka Lifestyle Caps)

Idaho TechHelp

Nutra-Life Creates Healthy Water with NutraCap

Client Profile:

Nutra-Life Inc. is an enhanced beverage business, founded in 2008, whose goal is to provide healthy supplement alternatives by using water hydration as a delivery source. Based in Boise, Idaho, the company employs 2 people.

Situation:

Rick and Rebecca Anson, founders of Nutra-Life Inc., came up with the idea of a new delivery system for enhanced water when they saw how difficult it was for their children and friends to swallow vitamins. After months of testing, they developed a reusable, bio-degradable three-chambered cap that allows water in a bottle to run past supplements and into the mouth. The proprietary supplements are designed to dissolve slowly as the consumer finishes drinking a 16-ounce bottle of water. This system of delivery allows rapid hydration and quickly adds the supplement's benefits to the body. One to three of the tablets may be used by a consumer depending on the strength desired. By coating the tablets, there is also a longer shelf life and consistent potency. After coming up with their idea for delivering supplements through a bottle cap, Rick and Rebecca contacted TechHelp, a NIST MEP network affiliate.

Solution:

TechHelp worked with Nutra-Life to address the following key and interrelated issues: 1) design and creation of a functional and food-safe cap that would hold the tablets and provide just the right flow to slowly dissolve the supplement, and 2) design and creation of nutritious supplements that would taste good and dissolve properly in the cap. TechHelp's ability to quickly design and produce prototype iterations using a variety of materials allowed the team to solve cap/tablet issues and rapidly settle on final designs. TechHelp created initial product conceptualization, sketches and 3D computer models, and worked with the company to develop initial SLA prototypes that acted as proof of design but were not food-safe. TechHelp followed up with a new CAD design and produced food-safe caps on their mini molding machine. They also worked with Nutra-Life to secure a grant from the Idaho Department of Commerce Procurement Technical Assistance Center (PTAC) group that helps fund ongoing design work for additional uses of the product. Nutra-Life used quality designs and prototypes to test functions and is now using several Idaho businesses to produce the product. As a result of TechHelp's assistance, the idea progressed from initial concept to product launch in one year.

Results:

- * Projected sales of \$50,000.
- * Saved \$50,000 in design/development costs.
- * Invested \$100,000 in product design and prototypes.

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* Invested \$300,000 in plant and equipment.

Testimonial:

"It was great working with TechHelp's experienced staff at the New Product Development lab at Boise State University. The team has a strong skill set and provided us with a good material base that helped us quickly move through prototype iterations and evolve to our final design."

Rick Anson, CEO